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Att: Kent  
Fedwell



## JOHNSON INK WORD WARRIORS

340 Edinburgh Rd N. Guelph On N1H 7Y4

Tel: (519) 824-1319

info@johnsonink.ca

Fax: (519) 766-4304

### Proposal re Market Research:

#### **Project:**

To develop a CD containing birds songs of North America which will enable birdwatchers to identify birds in their natural habitat by their songs. Because the CD is designed to be used with a palm held computer, it will be as portable and convenient as the handbooks that birdwatchers often carry. This CD will add a new sensory dimension to the hobby, without threatening existing visual identification products.

The market for this product potentially consists of all birdwatchers in North America. The initial product launch, however, will be in S.W. Ontario.

**Marketing Challenges:** While the market for this product has been identified as consisting of birdwatchers, what has not been identified and assessed is marketing information around:

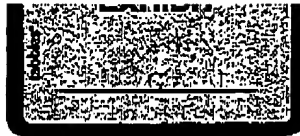
- market size
- demographics
- direct and indirect competition
- distribution channels
- pricing

This marketing information is vital, because the start up costs are significant.

#### **Proposal:**

Johnson Ink will undertake a market research project of 100 hours to:

- discover the size and nature of the birdwatching market in North America, and the SW Ontario segment of that market.



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- determine demographics around gender, age, income, geography which will impact the marketing and sales of the CD,
- determine the most viable distribution channels - eg. associations, private businesses, charitable organizations, related trade shows etc.
- outline the direct and indirect competition and the competitive strategies they are using in the marketplace
- suggest pricing ranges

Notes: The market project will begin immediately to meet your needs to move quickly in the market place. It will be completed by Monday ~~XXXXXX~~ and you will be apprised of progress as it is made in each area.

This research will set the stage for the first phase of the project, which is to create a test market in S.W. Ontario which while generating income will also act as a prototype for marketing this product throughout North America.

Investment: The cost for this is ~~REDACTED~~ the payment schedule I propose is as follows.  
Cash Payment of ~~REDACTED~~  
Shares in Project ~~REDACTED~~

Cash Installments to be made in three equal installments of. ~~REDACTED~~

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